

HCXC | Discover and Collect NFT Digital Art

Challenges

Existing NFT apps lack a comprehensive product logic and appealing visual design. This is where HCXC comes in. Leveraging profound industry knowledge and rich design experience, our team of experts aims to optimize the overall user experience for these apps by improving product logic structure, user interaction, and visual effects.

Analyses

Domestic NFT platforms fall short of a complete workflow compared to other industry apps, resulting in a stronger demand for product improvements. In response, our team should thoroughly consider the effectiveness of the product, including the rationality of its functionality, the rigor of its logic, and whether it meets expectations. Our approach is based on human-centric design principles to ensure a more user-friendly product.

Design strategies

- Goal Establishment and Mechanism Control

Our platform not only showcases virtual collectibles but also introduces physical collectibles as a major selling point for daily use. This provides not only collectible value but also practical value to users. To address this, we prioritize rearranging all the elements.

With effective element layout and the use of labels, users can quickly identify and find the products they have marked as “interested” whenever they reopen the platform, or the products can conveniently appear when needed. When designing the interface, we followed four basic principles: proximity, alignment, repetition, and contrast. Firstly, we grouped similar elements together, with slight functional differences, to fulfill users' similar needs. Secondly, we ensure a neat element layout to enhance visual appeal and ease of browsing. Additionally, certain aspects of the design should be repeatedly used to reinforce users' perception of the product, such as bold fonts, lines, symbols, colors, design elements, formats, and spatial relationships. Lastly, we created contrast between different elements and content of varying importance on the page to create a clear information hierarchy and enhance the user experience.

➤ Operational Approach for the NFT Platform

Our NFT platform introduces limited-edition collectibles with full copyrights, granting users the power to use, download, and create derivative works as copyright holders. Additionally, the platform provides physical collectibles, allowing users to purchase and customize for everyday use, providing a more tangible experience of the diverse values that collectibles bring. We also used a funnel model to evaluate the size and changes of indicators such as



user acquisition, user activation, and conversion at various stages. This indirectly validates the quality of the user experience.